ABSTRACT

A tracking system receives a request for content that includes request-tracking information. The request-tracking information includes identifiers for the content, a content provider, a destination device for the content, a selectable data link that generates the request, rendered content that includes the data link, and a location of the data link within the rendered content. The request-tracking information designates that the tracking system receive the content request before the request is communicated to the content provider. The request for content is communicated to the content provider that provides the content. The content includes content-tracking information having identifiers for the content provider, the destination device, and the content. The tracking system receives the content-tracking information from the destination device when the content is provided to the destination device. The tracking system maintains the request-tracking and the content-tracking information, and associates the request-tracking and the content-tracking information with the destination device.